Solving MSK:
The Hinge Health Solution for City of Boston

March 8, 2022
today’s agenda

01 The Hinge Health Solution
02 2021 Program Results
03 FAQs + Q&A
the Hinge Health solution

PT & Coach-led, digital program for chronic back, knee, hip, shoulder and neck pain.
The Best Clinical Approach

“For meaningful and lasting improvements we must go beyond just PT” - CDC

Exercise therapy
Real-time feedback & tracking

Behavioral support
1:1 health coaching & PT

Education
Personalized curriculum
Overview Video

Back Demo
Application Process

1. Apply
   • Visit [hingehealth.com/cityofboston](http://hingehealth.com/cityofboston)
   • Fill out questionnaire
   • Expect a follow-up email within 24-48 hours

2. Program Acceptance
   • Receive welcome text from your coach
   • Wait for your kit to arrive within 1-2 weeks

3. Receive Kit
   • Login to the app and begin the Hinge Health program
   • Schedule your initial call with your Health Coach

Eligibility: Provided at no cost for all employees, retirees, and dependents enrolled in a non-Medicare Blue Cross Blue Shield of Massachusetts medical plan through City of Boston.
City of Boston Results
**City of Boston-Hinge Health 2021 Dashboard**

Participant results at 12-week core program

**Launch date:** 9/22/2021  
**Data as of:** 2/9/2022

### REGISTRATION

499 employees, retirees and dependents participating in Hinge Health programs:

- **Back:** 43%
- **Knee:** 24%
- **Neck:** 16%
- **Hip:** 10%
- **Shoulder:** 7%

### COMMUNICATION CHANNELS

Top channels:

- **Email:** 77%
- **Mailers:** 14%
- **Referrals:** 8%

### RECRUITMENT & DEMOGRAPHICS

- **Gender:**
  - Female: 68%
  - Male: 32%

- **Age:**
  - 30% 50-59
  - 22% 40s, 60+

- **Top groups:**
  - **Back:** 43%
  - **Knee:** 24%
  - **Neck:** 16%

### MEMBER TYPE

99% employees/retirees, 1% dependents

**Launch date:** 9/22/2021  
**Data as of:** 2/9/2022

### INTERACTIONS

- **Weekly exercise therapy sessions:** 3
- **Weekly care team interactions:** 5
- **Weekly education articles read:** 2

Average per participant over 12 weeks

### AGE

<table>
<thead>
<tr>
<th>18 to 29</th>
<th>30 to 39</th>
<th>40 to 49</th>
<th>50 to 59</th>
<th>60 to 79</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eligible (%)</td>
<td>19%</td>
<td>17%</td>
<td>18%</td>
<td>20%</td>
</tr>
<tr>
<td>Enrolled (%)</td>
<td>6%</td>
<td>20%</td>
<td>22%</td>
<td>30%</td>
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</table>
Clinical results
Outcomes at Week 12

**Pain reduction**
- 55% reduction in pain level

**Surgery likelihood**
- 64% reduction in surgery likelihood

**Mental Health**
- 62% reduction in anxiety and depression risk flags
City of Boston Testimonials

_Satisfaction rating among COB participants._

_Placeholder for 9/10 rating_  

**Consistency is Key**

“As a highschool athlete, I had adopted the no pain/no gain way of looking at things. I thought these playlists were just too simple and wouldn't work. I was wrong. They have taught me to just stick with a plan, and I will see success over time.”

Knee program, 60-05 years old

**More Mobility**

“I noticed I was able to increase my range today on a few exercises. The exercises that was initially challenging are becoming more comfortable to execute.”

Hip program, 55-60 years old

**Increased Confidence**

“My thoughts about pain have changed. I was starting to feel like I would be in pain forever. With the education, the exercises and my PT, I have seen a big improvement. I feel more confident I will be able to manage my pain and stress more successfully in the future.”

Neck program, 35-40 years old
FAQs + Q&A
<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
</tr>
</thead>
<tbody>
<tr>
<td>How do I enroll?</td>
<td>You can sign up at <a href="http://www.hingehealth.com/cityofboston">www.hingehealth.com/cityofboston</a></td>
</tr>
<tr>
<td>How much does the program cost?</td>
<td>Provided at no cost for all employees, retirees, and dependents enrolled in a non-Medicare Blue Cross Blue Shield of Massachusetts medical plan through City of Boston.</td>
</tr>
<tr>
<td>What are the expectations of the program?</td>
<td>Complete 3 days/week of exercise therapy sessions that take about 15 minutes. This can be adjusted or modified based on your needs.</td>
</tr>
<tr>
<td>Do I need to wear the motion sensors at all times?</td>
<td>No, the motion sensors are optional and only needed to be worn while engaging in the exercise therapy sessions.</td>
</tr>
<tr>
<td>How will this program help me?</td>
<td>On average, 60% pain reduction amongst people who complete their 3x a week of exercise therapy. Easy-to-use exercise therapy that strengthens muscles to bring greater support to joints, thus alleviating pain.</td>
</tr>
<tr>
<td>What should I do before my introductory coaching call?</td>
<td>Complete intro exercise therapy session if kit has arrived. Complete any prior questions from program. Come with any questions for your health coach.</td>
</tr>
<tr>
<td>Question</td>
<td>Answer</td>
</tr>
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</tr>
<tr>
<td>What is a health coach and how can they help me?</td>
<td>A health coach is an accountability partner. They will work 1:1 with you throughout the program to help you create and stick with your goals. You will have a monthly call with them and they will check-in with you each week.</td>
</tr>
<tr>
<td>Can I do more than one program at the same time?</td>
<td>Participants are unable to do multiple programs simultaneously. We recommend selecting the part of the body you would like to work on first. Once you complete the first 12-week program, we will be happy to have you on another program.</td>
</tr>
<tr>
<td>What if my doctor has told me that I can’t do specific movements?</td>
<td>The program is designed to meet you where you are, we provide modifications and education on how to pace yourself during your activities so you can succeed.</td>
</tr>
<tr>
<td>What happens to the tablet and sensors after program completion?</td>
<td>They’re yours to keep forever.</td>
</tr>
</tbody>
</table>

Feel free to reach out to us at hello@hingehealth.com or to call (855) 902-2777 if you have additional questions.
Apply today by visiting hingehealth.com/cityofboston

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Eligibility: Employees, retirees, and dependents 18+ enrolled in a Blue Cross Blue Shield of Massachusetts medical plan through City of Boston are eligible.